## ORDER

**Orders** 

Order / Rev:

105939

Alt Order #:

06842091

Product Desc:

HORSFORD 4 CONGRESS

Estimate:

1609

Flight Dates:

09/25/12 - 10/01/12

Original Date / Rev:

08/24/12 / 08/27/12

**GENERAL** Order Type:

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

**BLPHI** 

National

Agency

Name:

GMMB, Inc./ Washington D.C.

**Buying Contact:** Billing Contact:

Washington Harbor

Washington, DC 20007

Demographic:

Product Codes:

PLC02

Priority:

Billing Type:

Billing Calendar.

Billing Cycle:

Agency Commission:

Cash Broadcast

EOM/EOC

15%

00:15:00

Advertiser

Name:

**Horsford for Congress** 

A35+

SELECT PRIORITY CODE

Revenue Codes: POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
08/27/12	09/30/12	35	\$10,670.00	\$9,069.50		
10/01/12	10/01/12	1	\$1,100.00	\$935.00		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
September 2012	35	\$10,670.00	\$9,069.50	0.00	
October 2012	1	\$1,100.00	\$935.00	0.00	
Totals	36	\$11,770.00	\$10,004.50	0.00	

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KSNV	31%	\$11,770.00		
Market	100%	\$37,967.74		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KLAS	26%	\$9,871.61		
KLVX	0%	\$0.00		
KSNV-	0%	\$0.00		
KTNV	16%	\$6,074,84		
KTUD	1%	\$379.68		
KVVU	18%	\$6,834.19		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	8%	\$3,037.42		

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Sp	ots	Rate Pri	Rtg Type Sp	oots	Amount
E 1	KSNV	09/25/12	09/28/12	M-F 5-6a WakeUp w/\ M-F 5-6a WakeUp w/\		5-6a	-TWTF	:30	1	\$90.004	0.00 NM	11	\$90.00
	NEWS Sta	rt Date	End Date	Weekdays Spo	ts/Week	Rate R	ating				,[		

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KSNV

Amount

Order / Pav: 105939 Advertiser:

Horsford for Congress

06842091 Ait Order # 09/25/12 - 10/01/12 Flight Dates:

HORSFORD 4 CONGRESS Product Desc:

1609 Estimate:

Rtg Type Spots Break Start/End Time Rate Pri Len Spots Days Inventory Code End Ln Ch Start \$90.00 0.00 NM \$90,004 :30 M-F 5-6a WakeUp w/WaQM -TWTF--09/25/12 09/28/12 KSNV M-F 5-6a WakeUp w/Wagners **NEWS** Rating Rate Start Date End Date Weekdays Spots/Week \$90.00 0.00 -TWTF--09/30/12 Week: 09/24/12 0.00 NM \$525.00 \$175.004 -TWTF--:30 3 6-7a M-F 6-7a WakeUp w/Wa@M 09/25/12 09/28/12 E 2 KSNV M-F 6-7a WakeUp w/Wagners **NEWS** Rating Spots/Week Rate Start Date Weekdays **End Date** 0.00 \$175.00 3 09/30/12 -TWTF--Week: 09/24/12 0.00 NM \$600.00 3 -TWTF--:30 3 \$200.004 658a-9am CM KSNV 09/25/12 09/28/12 Today Show Today Show TODAY SHOW Rating Spots/Week Rate End Date Weekdays Start Date \$200.00 0.00 09/30/12 -TWTF--Week: 09/24/12 \$1,300.00 1 \$1,300.003 0.00 NM 1 :30 ----5 CM 8a-9am KSNV 09/30/12 09/30/12 Meet the Press Meet the Press MEE THE PRESS Rating Spots/Week Rate Weekdays Start Date **End Date** 0.00 1 \$1,300.00 09/30/12 Week: 09/24/12 \$135.00 \$135,004 0.00 NM 1 ----S 30 Chris Matthews 9:30AM SM 9:30a-10a KSNV 09/30/12 09/30/12 E 5 Chris Matthews SUN 9:30am **CHRIS MATHEWS** Rate Rating Spots/Week Start Date **End Date** Weekdays 4 1 2 2 \$135.00 0.00 ---S Week: 09/24/12 09/30/12 \$80.00 \$80,004 0.00 NM 1 30 1 11am-12pm -TWTF--CM E 6 KSNV 09/25/12 09/28/12 Rachael Ray Rachael Ray RACHEL RAY Rating Spots/Week Rate Weekdays **End Date** Start Date \$80.00 0.00 -TWTE--Week: 09/24/12 09/30/12 2 \$250.00 0.00 NM \$125.004 -TWTF--:30 2 12-1230pm CM E 7 KSNV 09/25/12 09/28/12 Noon News **Noon News** NEWS Rating End Date Weekdays Spots/Week Rate Start Date 0.00 \$125.00 Week: 09/24/12 09/30/12 -TWTF--\$200.00 0.00 NM 2 :30 2 \$100,004 -TWTF--The Agenda 1230pm CM 1230-1p E 8 KSNV 09/25/12 09/28/12 The Agenda 1230pm **AGENDA** Rating Rate **End Date** Spots/Week Weekdays Start Date 0.00 \$100.00 -TWTF-Week: 09/24/12 09/30/12 0.00 NM \$150.00 \$150.004 1 -TWTF--:30 Dr. Phil CM 3-4p E 9 KSNV 09/25/12 09/28/12 Dr Phil DR. PHIL Rating <u>Weekdays</u> Spots/Week Rate Start Date End Date 0.00 \$150.00 -TWTF--09/30/12 Week: 09/24/12 \$145.00 0.00 NM 1 -TWTF--\$145.004 :30 NEWS 3 at 4 (1 HOUR)CM 4-5pm 09/25/12 09/28/12 E 10 KSNV (4:00 PM-4:30 PM) 4PM NEWS (1 hour) **NEWS** Rating Weekdays Spots/Week Rate **End Date** Start Date 0.00 \$145.00 TWTF--09/30/12 Week: 09/24/12 0.00 NM \$175.00 \$175.004 1 :30 NEWS 3 at 4 (1 HOUR)CM -TWTF--4-5pm 09/25/12 09/28/12 E 11 KSNV 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Rating Spots/Week Rate Weekdays Start Date End Date 0.00 \$175.00 -TWTF--09/30/12 Week: 09/24/12 3 \$750.00 0 00 NM :30 \$250.004 -TWTF--5-630p CM E 12 KSNV 09/25/12 09/28/12 M-F Early News M-F Early News NEWS Spots/Week Rate Rating Weekdays **End Date** Start Date 0.00 \$250.00 -TWTF--09/30/12 Week: 09/24/12 \$460.00 \$230.004 0.00 NM 2 :30 -TWTE--CM 630-7pm E 13 KSNV 09/25/12 09/28/12

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KSNV

Order / Rev:

105939

Advertiser: Product Desc: Horsford for Congress

Ait Order #: Flight Dates: 06842091

09/25/12 - 10/01/12

Estimate:

HORSFORD 4 CONGRESS

1609

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
F.			M-F Jeopardy M-F Jeopardy					1,000				to the second
JEOPA	RDY		w-r Jeopardy									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				Ī		
Week: 09/		09/30/12	-TWTF	2	\$230.00	0.00						
E14 KSNV	09/25/1	2 09/28/12		CM	7-730pm	-TWTF	:30	2	\$230.004	0.00 <b>NM</b>	2	\$460.00
WHEEL	<u>y</u>		M-F Wheel of Fo	rtune								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 09/	-	09/30/12	-TWTF	2	\$230.00	0.00		- 5				
E 15 KSNV	09/25/1	2 09/28/12			730-758pm	-TWTF	:30	2	\$125.004	0.00 NM	2	\$250.00
FACE 1	O FACE		Face to Face w/	J. Raiston								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	24/12	09/30/12	-TWTF	2	\$125.00	0.00				270		
E 16 KSNV	09/29/1	2 09/29/12		CM	6:30-8pm	S-	:30	1	\$100.004	0.00 NM	4	\$100,00
VEGAS	INC		Vegas Inc.									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	to the second second	09/30/12	5-	1	\$100.00	0.00				23		
E 17 KSNV	10/01/1	2 10/01/12	PRINCES	CM	8-10pm	M	:30	1	\$1,100.004	0.00 NM	4	\$1,100,00
THE VO	NCE		Monday Prime 8-	10pm								
NAMES OF STREET	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	90 CLU75 W 0017 A	10/07/12	M	1	\$1,100.00	0.00				20.01		
E 18 KSNV	09/30/1	2 09/30/12	NFL Football	CM	1P-9PM	S	:30	1	\$4,000.003	0.00 NM	1	\$4,000.00
CHINI MI	GHT FTE	51 51	NFL Football									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	A COLOR OF LAND	09/30/12	S		\$4,000.00	0.00						
E 19 KSNV	09/25/1	2 09/28/12	M-F News 3 at Ele	even CM	11pm-1135pr	n -TWTF	30	2	\$255.004	0.00 NM	2	\$510.00
uews			M-F News 3 at El	even								
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	5555	09/30/12	-TWTF	2	\$255.00	0.00				ŀ		
E 20 KSNV	09/25/1	2 09/28/12	The Tonight Show	v CM	1135p-1237a	-TWTF	:30	2	\$110.004	0.00 NM	2	\$220.00
TONIO	IT 00 101	.,	Tonight Show									
0.000.000	⊣T SHO\ rt Date	v End Date	Mockdovs	Spots/Week	Pata	Pating						
Week: 09/	- 100	09/30/12	<u>Weekdays</u> -TwTF	2	<u>Rate</u> \$110,00	Rating 0.00						
E 21 KSNV	09/25/1	2 09/28/12	M-F Today Show	III 4th IBM	10am-11am	-TWTF	:30	9	\$80.004	0.00 NM	9	\$80.00
			Today 4th Hour									
	SHOW		Capping to the control	Maria Maria da	-							
<u>ರಚ</u> Week: 09/	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> -TwTF-~	Spots/Week 1	Rate \$80.00	Rating 0.00						
			M-F Today Show		9-10a	-TWTF	:30	2	\$95.004	0.00 NM	2	\$190.00
			M-F Today Show		1259 (475 <del>4</del> 4)	0.590510	*ನವು	1 <del>.7</del> 2	T.O. O'S MINIST	.m.x.ec.(200)	( <del>**</del> )(	<b>4.700.00</b>
	SHOW		The boundary and the second			- Testa - citable						
Sta Week: 09/	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$95.00	Rating 0.00						
FECCI. US/	6-71 1 C	03/30/1Z	- m F Phall ( kath i - 2)		#83.UU -	0.00				Ť-t-t-	20	644 770 00
										Totals	36	\$11,770.00